

FORM PTO-1390 (Modified) U.S. PATENT AND TRADEMARK OFFICE; U.S. DEPARTMENT OF COMMERCE (REV. 12-2004)		ATTORNEY'S DOCKET NUMBER 578-20-PA
TRANSMITTAL LETTER TO THE UNITED STATES DESIGNATED/ELECTED OFFICE (DO/EO/US) CONCERNING A SUBMISSION UNDER 35 U.S.C. 371		U.S. APPLICATION NO. (If known, see 37 CFR 1.5) 10/500,984
INTERNATIONAL APPLICATION NO. PCT/DK2004/000273	INTERNATIONAL FILING DATE April 20, 2004	PRIORITY DATE CLAIMED August 15, 2003
TITLE OF INVENTION A METHOD AND AN ARRANGEMENT FOR ADVERTISING OR PROMOTING		
APPLICANT(S) FOR DO/EO/US Peter Allan Simonsen Morten Corell Andersen		
Applicant herewith submits to the United States Designated/Elected Office (DO/EO/US) the following items and other information:		
<ol style="list-style-type: none"> 1. <input type="checkbox"/> This is a FIRST submission of items concerning a submission under 35 U.S.C. 371. 2. <input checked="" type="checkbox"/> This is a SECOND or SUBSEQUENT submission of items concerning a submission under 35 U.S.C. 371. 3. <input type="checkbox"/> This is an express request to begin national examination procedures (35 U.S.C. 371(f)). The submission must include items (5), (6), (9) and (24) indicated below. 4. <input type="checkbox"/> The US has been elected (Article 31). 5. <input type="checkbox"/> A copy of the International Application as filed (35 U.S.C. 371 (c)(2)) <ol style="list-style-type: none"> a. <input type="checkbox"/> is attached hereto (required only if not communicated by the International Bureau). b. <input type="checkbox"/> has been communicated by the International Bureau. c. <input type="checkbox"/> is not required, as the application was filed in the United States Receiving Office (RO/US). 6. <input type="checkbox"/> An English language translation of the International Application as filed (35 U.S.C. 371(c)(2)). <ol style="list-style-type: none"> a. <input type="checkbox"/> is attached hereto. b. <input type="checkbox"/> has been previously submitted under 35 U.S.C. 154(d)(4). 7. <input type="checkbox"/> Amendments to the claims of the International Application under PCT Article 19 (35 U.S.C. 371 (c)(3)) <ol style="list-style-type: none"> a. <input type="checkbox"/> are attached hereto (required only if not communicated by the International Bureau). b. <input type="checkbox"/> have been communicated by the International Bureau. c. <input type="checkbox"/> have not been made; however, the time limit for making such amendments has NOT expired. d. <input type="checkbox"/> have not been made and will not be made. 8. <input type="checkbox"/> An English language translation of the amendments to the claims under PCT Article 19 (35 U.S.C. 371(c)(3)). 9. <input checked="" type="checkbox"/> An oath or declaration of the inventor(s) (35 U.S.C. 371 (c)(4)). 10. <input type="checkbox"/> An English language translation of the annexes to the International Preliminary Examination Report under PCT Article 36 (35 U.S.C. 371 (c)(5)). 11. <input type="checkbox"/> A copy of the International Preliminary Examination Report (PCT/IPEA/409). 12. <input type="checkbox"/> A copy of the International Search Report (PCT/ISA/210). 		
Items 13 to 23 below concern document(s) or information included: <ol style="list-style-type: none"> 13. <input type="checkbox"/> An Information Disclosure Statement under 37 CFR 1.97 and 1.98. 14. <input type="checkbox"/> An assignment document for recording. A separate cover sheet in compliance with 37 CFR 3.28 and 3.31 is included. 15. <input type="checkbox"/> A FIRST preliminary amendment. 16. <input type="checkbox"/> A SECOND or SUBSEQUENT preliminary amendment. 17. <input type="checkbox"/> A substitute specification. 18. <input type="checkbox"/> A power of attorney and/or change of address letter. 19. <input type="checkbox"/> A computer-readable form of the sequence listing in accordance with PCT Rule 13ter.2 and 37 CFR 1.821 - 1.825. 20. <input type="checkbox"/> A second copy of the published International Application under 35 U.S.C. 154(d)(4). 21. <input type="checkbox"/> A second copy of the English language translation of the International Application under 35 U.S.C. 154(d)(4). 22. <input type="checkbox"/> Express Mail Label No. 23. <input checked="" type="checkbox"/> Other items or information: 		
Copy of Notification of Missing Requirements under 35 USC 371 in the US DO/EO (2 pages)		

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

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<p>24. The following fees are submitted:</p> <table> <tr> <td><input type="checkbox"/> a) Basic national fee</td> <td>\$300.00</td> <td>Applicant use</td> <td>Office use</td> </tr> <tr> <td><input type="checkbox"/> b) Examination fee</td> <td>\$200.00</td> <td>\$</td> <td>\$0.00</td> </tr> <tr> <td><input type="checkbox"/> c) Search fee</td> <td>\$500.00</td> <td>\$</td> <td>\$0.00</td> </tr> <tr> <td colspan="2">TOTAL OF ABOVE CALCULATIONS = \$1000.00</td> <td>\$</td> <td>\$0.00</td> </tr> </table> <p><input type="checkbox"/> Additional fee for specification and drawings filed in paper over 100 sheets (excluding sequence listing or computer program listing filed in an electronic medium). The fee is \$250 for each additional 50 sheets of paper or fraction thereof.</p>						<input type="checkbox"/> a) Basic national fee	\$300.00	Applicant use	Office use	<input type="checkbox"/> b) Examination fee	\$200.00	\$	\$0.00	<input type="checkbox"/> c) Search fee	\$500.00	\$	\$0.00	TOTAL OF ABOVE CALCULATIONS = \$1000.00		\$	\$0.00
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TOTAL OF ABOVE CALCULATIONS = \$1000.00		\$	\$0.00																		
Total Sheets	Extra Sheets	Number of each additional 50 or fraction thereof (round up to a whole)	RATE																		
- 100 =	/50 =		x	\$																	
Surcharge of \$130.00 for furnishing the oath or declaration later than months from the earliest claimed priority date (37 CFR 1.492(e)).																					
CLAIMS	NUMBER FILED	NUMBER EXTRA	RATE																		
Total claims	24	- 20 = 4	x \$18.00	\$	\$0.00																
Independent claims	2	- 3 = 0	x \$86.00	\$	\$0.00																
MULTIPLE DEPENDENT CLAIMS (if applicable) <input type="checkbox"/> +																					
TOTAL OF ABOVE CALCULATIONS = \$0.00																					
<input type="checkbox"/> Applicant claims small entity status. See 37 CFR 1.27. The fees indicated above are reduced by 1/2.																					
SUBTOTAL = \$0.00																					
Processing fee of \$130.00 for furnishing the English translation later than 30 months from the earliest claimed priority date (37 CFR 1.492(f)).																					
TOTAL NATIONAL FEE = \$0.00																					
Fee for recording the enclosed assignment (37 CFR 1.21(h)). The assignment must be accompanied by an appropriate cover sheet (37 CFR 3.28, 3.31). \$40 per property + \$0.00																					
TOTAL FEES ENCLOSED = \$0.00																					
Amount to be refunded: \$																					
Amount to be charged: \$																					
<p>a. <input type="checkbox"/> A check in the amount of \$ _____ to cover the above fees is enclosed.</p> <p>b. <input type="checkbox"/> Please charge my Deposit Account No. _____ in the amount of _____ to cover the above fees. A duplicate copy of this sheet is _____.</p> <p>c. <input checked="" type="checkbox"/> The Director is hereby authorized to charge any additional fees which may be required, or credit any overpayment to Deposit Account No. <u>11-1159</u>. A duplicate copy of this sheet is enclosed.</p> <p>d. <input type="checkbox"/> Fees are to be charged to a credit card. WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.</p>																					
NOTE: Where an appropriate time limit under 37 CFR 1.495 has not been met, a petition to revive (37 CFR 1.137(a) or (b)) must be filed and granted to restore the International Application to pending status.																					
SEND ALL CORRESPONDENCE TO: Howard J. Klein (Reg. No.: 28,727) Klein, O'Neill & Singh, LLP (Customer No.: 22145) 2 Park Plaza, Suite 510 Irvine, California 92614 Tel: (949) 955-1920 Fax: (949) 955-1921																					
 SIGNATURE Howard J. Klein NAME 28,727 REGISTRATION NUMBER																					

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U.S. APPLICATION NO (if known, see 37 CFR 1.5)		INTERNATIONAL APPLICATION NO.		ATTORNEY'S DOCKET NUMBER	
10/500,984		PCT/DK2004/000273		578-20-PA	
24. The following fees are submitted:					
<input type="checkbox"/> a) Basic national fee			\$300.00		
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MULTIPLE DEPENDENT CLAIMS (if applicable)			<input type="checkbox"/>	+	\$
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SEND ALL CORRESPONDENCE TO: Howard J. Klein (Reg. No.: 28,727) Klein, O'Neill & Singh, LLP (Customer No.: 22145) 2 Park Plaza, Suite 510 Irvine, California 92614 Tel: (949) 955-1920 Fax: (949) 955-1921					
 SIGNATURE Howard J. Klein NAME <u>28,727</u> REGISTRATION NUMBER					



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
 United States Patent and Trademark Office
 Address: COMMISSIONER FOR PATENTS
 P.O. Box 1450
 Alexandria, Virginia 22313-1450
www.uspto.gov

U.S. APPLICATION NUMBER NO.	FIRST NAMED APPLICANT	ATTY. DOCKET NO.
10/500,984	Peter Allan Simonsen	578-20-PA

INTERNATIONAL APPLICATION NO.

PCT/DK04/00273

I.A. FILING DATE	PRIORITY DATE
04/20/2004	08/15/2003

22145
 KLEIN, O'NEILL & SINGH
 2 PARK PLAZA
 SUITE 510
 IRVINE, CA 92614

RECEIVED

MAR 28 2005

Klein, O'Neill & Singh

CONFIRMATION NO. 3149

371 FORMALITIES LETTER

OC000000015551418

OC000000015551418

Date Mailed: 03/24/2005

NOTIFICATION OF MISSING REQUIREMENTS UNDER 35 U.S.C. 371 IN THE UNITED STATES DESIGNATED/ELECTED OFFICE (DO/EO/US)

The following items have been submitted by the applicant or the IB to the United States Patent and Trademark Office as a Designated / Elected Office (37 CFR 1.495).

- Copy of the International Application filed on 07/06/2004
- Copy of the International Search Report filed on 07/06/2004
- Preliminary Amendments filed on 07/06/2004
- Information Disclosure Statements filed on 10/12/2004
- Request for Immediate Examination filed on 07/06/2004
- Copy of references cited in ISR filed on 07/06/2004
- U.S. Basic National Fees filed on 07/06/2004

The following items **MUST** be furnished within the period set forth below in order to complete the requirements for acceptance under 35 U.S.C. 371:

- Oath or declaration of the inventors, in compliance with 37 CFR 1.497(a) and (b), identifying the application by the International application number and international filing date.

ALL OF THE ITEMS SET FORTH ABOVE MUST BE SUBMITTED WITHIN TWO (2) MONTHS FROM THE DATE OF THIS NOTICE OR BY 32 MONTHS FROM THE PRIORITY DATE FOR THE APPLICATION, WHICHEVER IS LATER. FAILURE TO PROPERLY RESPOND WILL RESULT IN ABANDONMENT.

The time period set above may be extended by filing a petition and fee for extension of time under the provisions of 37 CFR 1.136(a).

Applicant is reminded that any communications to the United States Patent and Trademark Office must be mailed to the address given in the heading and include the U.S. application no. shown above (37 CFR 1.5)

*A copy of this notice **MUST** be returned with the response.*

DEBORAH D WILLIAMS

Telephone: (703) 308-9140 EXT 205

PART 1 - ATTORNEY/APPLICANT COPY

U.S. APPLICATION NUMBER NO.	INTERNATIONAL APPLICATION NO.	ATTY. DOCKET NO.
10/500,984	PCT/DK04/00273	578-20-PA

FORM PCT/DO/EO/905 (371 Formalities Notice)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

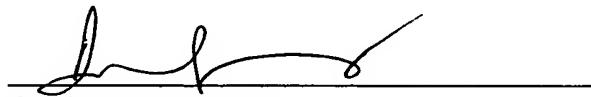
APPLICANT(S): Peter Allan Simonsen et al.
APPLN. NO.: 10/500,984
I.A. NO.: PCT/DK2004/000273
I.A.FILING DATE: April 20, 2004
TITLE: A METHOD AND AN ARRANGEMENT FOR ADVERTISING OR PROMOTING
DOCKET: 578-20-PA

CERTIFICATE OF MAILING

DATE DEPOSITED: April 21, 2005

I hereby certify that the enclosed Transmittal Letter to the US DO/EO (2 pages); Duplicate of Sheet 2 of Transmittal Letter (1 page); Copy of Notification of Missing Requirements under 35 USC 371 (2 pages); and Executed Declaration of the Inventors (2 pages) is being deposited with the United States Postal Service as First Class Mail in an envelope on the date indicated above and is addressed to Commissioner for Patents, P.O. BOX 1450, Alexandria, VA 22313-1450.

Date: April 21, 2005



Carrie Anne Cheung

Mailing Address:

KLEIN, O'NEILL & SINGH, LLP (Customer No.: 22145)
2 Park Plaza Suite 510
Irvine, CA 92614